

**FISCAL YEAR 2010**

**ANNUAL REPORT**



**MISSOURI WINE AND GRAPE BOARD**



**MISSOURI  
WINES™**

# **Annual Report of the Missouri Wine and Grape Board**

## **Executive Summary**

The Missouri Wine and Grape Board was created by the Missouri General Assembly in 2006 as an independent political and corporate body of the state of Missouri (Missouri statute 262.820). Prior to this date, the Board existed in advisory form, with members appointed by the Director of Agriculture in the early 1980's. The purpose of the Board is to further the growth and economic development of the grape growing industry in the state of Missouri.

The Wine and Grape Board is responsible for researching, developing and promoting Missouri grapes, juices and wine. The Board is funded by the collection of a statewide tax imposed on all wine sold in Missouri at the rate of 12 cents per gallon. These funds support the program's three sections: enology and viticulture advisory services, research, and promotion and marketing. Program expenditures provide:

- Professional advice to Missouri grape growers and wine makers
- Applied research for developing grape varieties and cold hardy studies
- Consumer education to increase awareness of Missouri grapes and wine industry

The Board is governed by a bipartisan commission whose eleven members are appointed by the governor with the consent of the Senate. The director of the Department of Agriculture also serves as an ex-officio member. Members serve a four-year term, but can serve no more than two consecutive four-year terms. A member may, however, after serving two consecutive four-year terms and retiring for a minimum of one full year, be eligible for reappointment to the Board. Business is conducted through quarterly Board meetings or conference calls. Special meetings are held as needed.

The Board elects their own officers and has the authority to appoint staff. Peter Hofherr was elected to serve as chairman, Cory Bomgaars as vice-chairman, Barbara Gibbs Ostmann as marketing chairwoman, Tony Kooyumjian as research chairman and Jim Anderson is currently serving as executive director.

## **PROGRAM SUMMARY**

The purpose of the Missouri Wine and Grape Board is to have the Missouri wine and grape industry recognized as a pre-eminent producer of profitable premium wines in the Midwest. Missouri wineries continue to refine their grape growing and winemaking skills to offer distinctive, quality wines. The Wine and Grape Board sponsors research at the Institute for Continental Climate Viticulture & Enology (ICCVE) at the University of Missouri-Columbia center, where the quest for better, hardier grapevines is ongoing. The number of wineries in the state has grown from 52 in 2004 to 99 in 2010.

Historically Missouri was the first wine country in the nation. Although the “coasts” dominate the U.S. wine industry, through innovative Marketing and painstaking grape research, Missouri is poised to be the heart and anchor of the mid-west wine industry.

### Missouri Wine and Grape Board

Vision: *To be the Regional Leader Recognized for Quality Grapes and Wine.*

### Board Members

Dr. Jon Hagler, Director of Agriculture  
Jefferson City, Missouri

Peter Hofherr, Chairman  
St. James, Missouri  
Term Ending: 10/2012

Cory Bomgaars, Vice-Chairman  
President of the MO Vintner's Association  
Rocheport, Missouri  
Term: Automatic Appointment

Barbara Gibbs Ostmann, Marketing  
Chairwoman  
Gerald, Missouri  
Term Ending: 10/2011

Chuck Dressel  
Augusta, Missouri  
Term Ending: 10/2012

Katie Nott Gill  
Steelville, Missouri  
President, Wine Marketing & Research  
Council  
Term: Automatic Appointment

Jon Held  
Hermann, Missouri  
Term Ending: 10/2011

Matt Kirby  
Higbee, Missouri  
Term Ending: 10/2010

Ken Meyer  
Springfield, Missouri  
Term Ending: 10/2012

Sarah Schmidt  
Waverly, Missouri  
President, MO Grape Growers Association  
Term: Automatic Appointment

Marty Strussion  
Ste. Genevieve, Missouri  
Term Ending: 10/2011

### Staff

Jim Anderson, Executive Director  
Danene Beedle, Marketing Director

Teah Berti, Marketing Specialist  
Sue Berendzen, Executive Assistant

The Wine and Grape Board stimulates growth of the grape and wine industry for the economic and social benefit of the citizens of Missouri. With the increasing number of wineries in Missouri, production in the crowded and fragmented wine market will require a relentless focus on quality wine and tourism value. In tough economic times, wine consumption continues to rise and the growth of the industry flourishes.

State and regional organization support is critical to the success of the renewed industry. Based on the recent legislative victories, there appears to be strong momentum in favor of the wine and grape industry in Missouri driven by the efforts of the Missouri Wine and Grape Board.

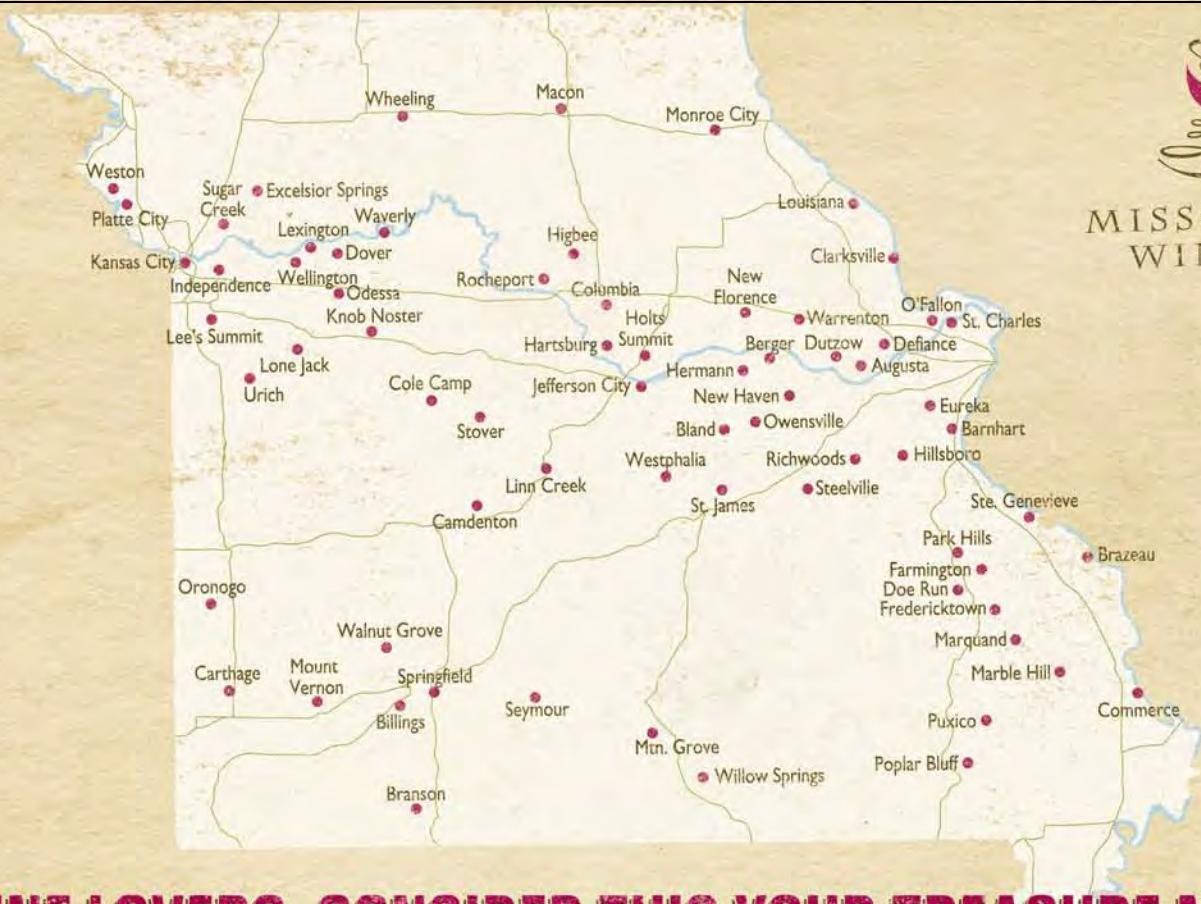
Missouri's wine and grape industries will benefit from America's steadily rising demand for wine – and for better wine. Wine is the most sought-after consumer good of this era: an affordable luxury.

### **Wine Tax Comparison**

<b>Month</b>	<b>FY2005</b>	<b>FY2006</b>	<b>FY2007</b>	<b>FY2008</b>	<b>FY2009</b>	<b>FY2010</b>
July	87,361.58	98,926.55	104,435.04	97,938.41	104,695.07	106,630.71
August	88,397.13	79,014.56	88,163.77	99,536.10	119,546.53	115,279.41
September	101,354.23	111,437.91	127,850.17	113,869.55	105,473.25	129,717.22
October	87,369.93	102,825.89	94,065.70	108,101.00	104,097.09	120,869.52
November	117,865.21	122,395.70	121,513.39	137,018.72	146,438.23	133,236.46
December	125,823.34	133,896.09	131,093.40	141,776.27	128,376.82	124,317.47
January	95,228.61	91,250.65	91,266.90	107,284.56	114,943.15	123,727.17
February	73,279.23	84,003.50	89,347.99	103,148.89	82,851.97	102,548.61
March	84,683.86	101,697.69	112,332.52	102,628.72	89,344.17	106,561.11
April	91,614.52	101,709.06	104,011.69	104,550.34	106,805.61	124,675.38
May	83,628.99	85,235.96	97,141.47	104,700.26	104,800.31	119,280.48
June	97,511.98	116,375.03	116,829.88	110,990.65	120,109.98	130,052.79
	1,134,118.61	1,228,768.59	1,278,051.92	1,331,543.47	1,327,482.18	1,436,896.33



MISSOURI  
WINES<sup>TM</sup>



# WINE LOVERS, CONSIDER THIS YOUR TREASURE MAP.

THERE ARE MORE THAN 90 UNIQUE WINERIES IN MISSOURI. DISCOVER ONE TODAY.

## AUGUSTA

- Augusta Winery
- Balducci Vineyards
- Montelle Winery
- Mount Pleasant Winery

## BARNHART

- Persimmon Ridge Vineyards

## BERGER

- Bias Winery & Gruhlke's Microbrewery

## BILLINGS

- LeCave Vineyards

## BLAND

- Wenwood Farm Winery

## BRANSON

- Branson Ridge Winery & Marketplace
- Mount Pleasant-Branson
- Stone Hill Winery-Branson

## BRAZEAU

- Hemman Winery

## CAMDENTON

- Casa de Loco Winery

## CARTHAGE

- White Rose Winery

## CLARKSVILLE

- Crown Valley Port House

## COLE CAMP

- Eichenberg Winery

## COLUMBIA

- Institute for Continental Climate Viticulture & Enology

## COMMERCE

- River Ridge Winery

## DEFIANCE

- Chandler Hill Vineyards
- Sugar Creek Winery & Vineyards
- Yellow Farmhouse Winery

## DOE RUN

- Buck Mountain Winery & Vineyard

## DOVER

- Terre Beau Vineyards

## DUTZOW

- Blumenhof Vineyards

## EUREKA

- Claverach Farm & Vineyards

## EXCELSIOR

- Fence Stile Vineyards & Winery

## FARMINGTON

- Crown Valley Champagne House

## FBLAND

- Twin Oaks Vineyard & Winery

## BRANSON

- Sand Creek Vineyard

## FREDRICKTOWN

- Vance Vineyard & Winery

## HARTSBURG

- Summit Lake Winery

## HERMANN

- The Eagle's Nest Winery

## MACON

- West Winery

## MARQUAND

- Durso Hills Vineyard & Winery

## MONROE CITY

- Indian Creek Winery

## MOUNT VERNON

- Williams Creek Winery

## MOUNTAIN GROVE

- VESTA Regional Center

## NEW FLORENCE

- Mountain Grove Cellars

## NEW HAVEN

- Bommarito Estate Almond Tree Winery

## HIGBEE

- The Cooper's Oak Winery

## HILLSBORG

- Villa Antonio Winery

## HOLTS SUMMIT

- Summit Lake Winery

## INDEPENDENCE

- Albionne Winery

## JEFFERSON CITY

- Wine and Grape Board

## KNOB NOSTER

- Odessa County Winery

## O'DALLON

- Vintner's Cellar Custom Winery

## ORONOOGO

- Keltol Vineyard & Winery

## KANSAS CITY

- Inland Sea Wines

## OWENSVILLE

- Phoenix Winery & Vineyards

## PARK HILLS

- St. Francois Vineyards & Winery

## PATTON

- Thousand Oaks Winery

## PATTON

- Thousand Oaks Winery

## PARK HILLS

- Jowler Creek Vineyard & Winery

## POPLAR BLUFF

- Bonanza Spring Winery

## PUXICO

- Indian Hills Winery

## RICHWOODS

- Bardenheier Wine Cellars

## ROCHEPORT

- Les Bourgeois Winery & Vineyards

## SEYMORE

- Whispering Oaks Vineyard & Winery

## SPRINGFIELD

- OOVVDA Winery

## ST. CHARLES

- Little Hills Winery & Restaurant

## ST. JAMES

- Heinrichshaus Vineyard & Winery

## STE. GENEVIEVE

- Meramec Vineyards

## ST. JAMES

- St. James Winery

## ST. JAMES

- Three Squirrels Winery

## STE. GENEVIEVE

- Cave Vineyard

## ST. JAMES

- Charleville Vineyard Winery & Microbrewery

## ST. JAMES

- Chaumette Vineyards & Winery

## ST. JAMES

- Crown Valley Winery

## ST. JAMES

- Sainte Genevieve Winery

## ST. JAMES

- Peaceful Bend Vineyard

## STOVER

- Grey Bear Vineyards & Winery

## SUGAR CREEK

- VinoGrad Winery

## URICH

- Red Fox Winery & Vineyards

## WALNUT GROVE

- 7C's Winery

## WARRENTON

- Rolling Meadows Vineyards

## WAVERLY

- Baltimore Bend Vineyard

## WELLINGTON

- New Oak Vineyards & Winery

## WESTON

- Pirtle Winery

## RIVERWOOD

- Riverwood Winery

## WESTPHALIA

- Westphalia Vineyards

## WHEELING

- Chateau Lisa Winery

## WILLOW SPRINGS

- Traver Home Winery

**CALL 800 392 9463 FOR MORE INFORMATION ABOUT LOCATIONS AND WINES.**

**Missouri Wine and Grape Board**  
**Statement of Assets and Net Assets – Cash Basis**  
**June 30, 2010**

**ASSETS**

**CURRENT ASSETS:**

Pooled cash – State of Missouri, Missouri Department of Agriculture	
Marketing Fund 0787	\$ 234,779.00
Research Development 0787	\$ 673,711.00
Marketing & Research Development Fund	\$ 178,313.30
<b>TOTAL ASSETS POOLED CASH</b>	<b>\$1,086,803.30</b>

**NET ASSETS**

**NET ASSETS:**

Marketing Fund 0787	\$ 234,779.00
Research Fund 0787	\$ 673,711.00
Marketing & Research Development Fund	\$ 178,313.30
<b>TOTAL NET ASSETS</b>	<b>\$1,086,803.30</b>

**Statement of Receipts and  
Changes in Net Assets – Cash Basis  
For The Year Ended June 30, 2010**

**RECEIPTS**

Wine tax – Marketing	\$ 717,927.00
Wine tax – Research	\$ 717,927.00
Interest	\$ 18,474.00
Miscellaneous	\$ 28,216.00
<b>Total support and revenues</b>	<b>\$1,482,544.00</b>